

HB0028_RichardKaplowitz_FAV

01/27/2026

Richard Keith Kaplowitz
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TESTIMONY ON HB#0028 – FAVORABLE

Higher Education - Private Career Schools – Advertising

TO: Chair Barnes, Vice Chair Kaiser and members of the Appropriations Committee

FROM: Richard Keith Kaplowitz

My name is Richard K. Kaplowitz. I am a resident of District 3. I am submitting this testimony in support of HB#0028, Higher Education - Private Career Schools - Advertising

This bill will permit much greater control over the activities of private career schools as they promote themselves to potential students. It will accomplish this by authorizing the Secretary of Higher Education to allow certain private career schools to advertise certain information and collect contact information from potential new students before receiving a certificate of approval from the Maryland Higher Education Commission to operate a private career school in the State under certain circumstances; requiring an approved private career school to advertise only information relating to the opening of the private career school and include a certain disclosure; etc.

In 1969-1970, while a high school senior, I attended Lear Siegler Institute in Silver Spring studying Computer Programming. The school advertised its ability to find jobs in Information Technology to get students to enroll. As reported by the New York Times on July 23, 1975, they were forced to close and pay significant fines by the Federal Trade Commission.¹ They were among a large group of private schools similarly fined.

This bill will ensure that Maryland exercises control over private schools to avoid problems with those schools that could arise in the future.

I respectfully urge this committee to return a favorable report and pass HB0028.

¹ <https://www.nytimes.com/1975/07/23/archives/closed-computer-school-to-give-students-750000-in-refunds.html>